

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

Inside Information

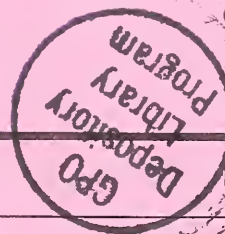
ASI
U55

S

United States Department
of Agriculture

Office of Public Affairs
Washington, D.C. 20250

Volume 13, Number 3



March 1991

Inside This "INSIDE"

	Page
Entries for National Association of Government Communicators Awards Due May 1	2
Long-Retired Agriculture Technical Editor Dies of Heart Attack on March 5	2
Summer Intern Program Will Provide 800 Jobs for Minority College Students	2
Four New Multi-Color Recruiting Brochures and an Exhibit Developed by USDA	2
Nat'l Assn. of Government Communicators Offering Free Trip to Hawaii for Two	3
Production Specialist With USDA-OPA's Radio and Television Division Dies	3
Retired Rural Electrification Administration Information Specialist Dies	3
Retired Assistant Director of USDA's Former Office of Communication Dies	3
Ohio State University Cooperative Extension Satellite Videoconference Schedule	4
Calendar of Upcoming Communication Events and Training Opportunities	4

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Public Liaison, Office of Public Affairs, Room 101A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

ENTRIES FOR NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS AWARDS DUE MAY 1

Entries for the 1991 "Blue Pencil" and "Gold Screen" Awards are due May 1, for works completed in 1990.

Sponsored by the National Association of Government Communicators (NAGC), the Blue Pencil Awards (now in its 29th year) are presented to outstanding government publications and their producers. The Gold Screen Awards (now in its 14th year) are presented to outstanding government audiovisual productions.

Competitions are open to communicators in federal, state, and local government, as well as private producers who have worked with government communicators.

NAGC will hold its awards banquet on December 5, in conjunction with its annual conference scheduled for December 4-6, at the Rosslyn Westpark Hotel in Arlington, Virginia. Winning entries will be displayed during the conference.

For additional information, or copies of the entry forms, contact: NAGC, 80 South Early Street, Alexandria, VA 22304, or telephone 703-823-4821.

LONG-RETIRED AGRICULTURE TECHNICAL EDITOR DIES OF HEART ATTACK ON MARCH 5

Grace Waring Martin, 97, a retired technical editor with USDA, died of a heart attack on March 5 at Suburban Hospital.

Martin was a Washington, D.C. native, but received a bachelor's degree from the University of Wisconsin.

She began working for USDA in 1940 on publications for the Entomology Research Division and later as a home economics editor. Martin retired from USDA in 1963.

SUMMER INTERN PROGRAM WILL PROVIDE 800 JOBS FOR MINORITY COLLEGE STUDENTS

USDA has identified 800 positions to be filled this summer by students from colleges and universities with high minority enrollments. The Summer Intern Program provides an opportunity to work with experts in their field of study.

Last year, more than 500 students from the 17 historically black 1890 land-grant institutions were employed in the Program. The 1991 Program is being expanded to include students from institutions with high enrollments of Hispanics, Native Americans, Asians and persons with disabilities.

At least 22 USDA agencies will be providing summer jobs at locations throughout the nation. Jobs include laboratory aids, bio-technicians, fire crewmembers, computer assistants, and engineering aids.

Students who want to apply for the USDA Summer Intern Program should contact their college or university placement office, or their USDA campus liaison officer.

FOUR NEW MULTI-COLOR RECRUITING BROCHURES AND AN EXHIBIT DEVELOPED BY USDA

USDA has published four new recruiting brochures and developed an exhibit designed to attract a diversified workforce.

The brochures provide prospective applicants an opportunity to understand the wide range of professional careers available at USDA—more than 100.

The multi-color brochures will be sent to universities nationwide to inform educators and students of career opportunities at USDA. The brochures group careers into three categories—Administration, Business and Industry, and Science and Technology. A Directory also is included that is available in Braille.

The exhibit highlights various administrative careers and will be used at recruiting fairs.

A set of the brochures can be requested from USDA-Central Employment Office, Room 1082-S, Washington, DC 20250. Telephone is 202-447-5625.

NAT'L ASSN. OF GOVERNMENT COMMUNICATORS OFFERING FREE TRIP TO HAWAII FOR TWO

The National Association of Government Communicators (NAGC) is offering a free trip to Hawaii for two to the member who signs up the most new members by November 1. You don't have to be a member now to win. But once you've joined, you're entitled to try to win this trip.

The winner will fly to Hawaii on Saturday, spend six nights at the Outrigger Prince Kuhio Hotel in Honolulu and return the following Saturday.

Someone will win this trip for two. That person may have signed up three communicators or perhaps only two. NAGC officers have no idea what it might take to win.

NAGC members are communicators in federal, state and local governments, dedicated to better communication, understanding and cooperation among people.

Here are the rules:

1. Only members in good standing are eligible, including new members who join before the contest deadline of Nov. 1. National board members and the NAGC "Communicator" editor are ineligible to win.
 2. Only new members signed up in "active" and "affiliate" categories count.
 3. The member who signs up the most new members—communicators who have never before been NAGC members—wins. New members must submit in writing on their check or application the name of the NAGC member who recruited them. If paying by credit card, they must submit that name in writing or by FAX.
 4. Deadline is 6 p.m. EST, Nov. 1, 1991. Any entry arriving after that date must be postmarked no later than October 25, 1991.
 5. In case of a tie, NAGC will break the tie with a drawing.
 6. The winner will be notified by November 5, 1991.
 7. The date of the trip is Saturday, February 8, 1992, through Saturday, February 15, 1992. If the winner cannot make that date, NAGC will award the trip to the runner-up.
 8. NAGC will decide which airline and hotel the winner will use. The trip includes airfare and lodging. Meals and other expenses are not included.
- For more information, call NAGC headquarters at 703-823-4821.

PRODUCTION SPECIALIST WITH USDA-OPA'S RADIO AND TELEVISION DIVISION DIES

Lawrence Kenneth (Larry) Collins, a production specialist in the Radio and Television Division of USDA's Office of Public Affairs, died of a heart attack on March 23. He was 55.

Collins served in the United States Navy and entered government service with USDA in 1958.

RETIRED RURAL ELECTRIFICATION ADMINISTRATION INFORMATION SPECIALIST DIES

Bernard (Bernie) Krug, 73, died March 27 at George Washington University Hospital of complications after a cerebral hemorrhage. He was an information specialist at USDA's Rural Electrification Administration (REA) from 1939 until his retirement in 1973.

While working at REA, Krug also was the editor of the Ag Reporter, a

publication of USDA's Welfare and Recreation Association, and also worked as a freelance photographer.

Krug, a 20-year member of the National Press Club, was twice elected to its board of governors. In addition, he was one of the editors of NPC's weekly newsletter and a club photographer.

He was active in the Jewish Community Center of Washington as a volunteer editor of its publication.

RETIRED ASSISTANT DIRECTOR OF USDA'S FORMER OFFICE OF COMMUNICATION DIES

David M. Granahan, 81, a retired assistant director of USDA's Office of Communication, died of cancer March 28.

Granahan, who specialized in graphics, exhibitions, motion pictures, and photography, joined USDA in Kentucky in 1939. He moved to Washington in 1941, and retired in 1976.

OHIO STATE UNIVERSITY COOPERATIVE EXTENSION SATELLITE VIDEOCONFERENCE SCHEDULE

Over the past 5 years, more than 50 programs have been produced by the Ohio State University Cooperative Extension Service and distributed by satellite. Mitchel F. (Mitch) Jacobs, manager of the video production unit, has provided a list of the remaining satellite programs on the 1991 schedule.

April 18: "AgriTrends #116" (Production 041891), 7:00-7:30 p.m. ET (Test pattern 6:45), a quarterly agricultural economics program covering the grain, livestock and international trade markets. Producer is Mitch Jacobs. C-band Satellite/transponder: Spacenet 1, channel 9, (trans 5H) PBS schedule D. KU-band Satellite/transponder: Gstar 4, channel 5. Carried by AG*SAT.

April 25: "Preventing Heart Disease Through Education" (Production 042591), 7:30-8:30 p.m. ET (Test pattern 7:15), a live call-in show that will feature three Ohio State heart disease experts and deal with preventing heart disease. Producer is Randy Nemitz. C-band Satellite/transponder: Westar 4, channel 14. KU-band Satellite/transponder: GSTAR 4, channel 5. Carried by AG*SAT.

June 31: "Building Coalitions," (Production 063191), a 4-H program on ways to develop coalitions with other community groups working with young people. Producer is Randy Spears. Broadcast details will be available later.

July 18: "AgriTrends #117" (Production 071891), 8:00-8:30 p.m. ET (Test pattern 7:45), quarterly agricultural economics program. Producer is Mitch Jacobs. C-band Satellite/transponder: Spacenet 1, channel 9, PBS schedule D. KU-band Satellite/transponder: to be announced. Carried by AG*SAT.

October 17: "AgriTrends #118" (Production 101791), 8:00-8:30 p.m. ET (Test pattern 7:45), quarterly agricultural economics program. Producer is Mitch Jacobs. C-band and KU-band Satellite/transponders to be announced. Carried by AG*SAT.

For more information contact Mitch Jacobs at 614-292-2011. When ordering a copy of a videoconference, specify name and production number.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

April 10:

AGRICULTURAL COMMUNICATORS IN EDUCATION SOUTHERN REGION MEETING
Lexington, Kentucky
Contact: Haven Miller, 1-606-257-3784

April 28 - May 1:

PENN STATE EXTENSION TECHNOLOGY CONFERENCE
Hershey Park, Pennsylvania
Contact: Computer Services, 814-863-3449

May 13:

HOW MAGAZINE'S DESIGN CONFERENCE
Omni International Hotel, Miami, Florida
Contact: 800-666-0963

May 24:

ACE D.C. AND NORTHEAST REGIONS CO-SPONSORED SPRING WORKSHOP
National 4-H Center, Chevy Chase, Maryland
Contact: Colleen Kelly Clark, 301-405-6953

June 4:

39TH ANNUAL TECHNICAL WRITERS' INSTITUTE
Rensselaer Polytechnic Institute, Troy, New York
Contact: Robert Krull, RPI, 518-276-8260

June 29 - July 3:

75TH INTERNAT'L AGRICULTURAL COMMUNICATORS IN EDUCATION CONFERENCE
The Rushmore Plaza, Rapid City, South Dakota
Contact: Emery Tschetter, SD State University, 605-688-4187
